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ŠKODA AUTO appoints Meredith Kelly as new Head of Global Marketing

- › Meredith Kelly responsible for directing global marketing activities as of January 2022
- › Many years of international experience at various companies
- › Most recently responsible for Volkswagen brand's marketing activities in South Africa

Mladá Boleslav, 17 January 2022 – ŠKODA AUTO has appointed Meredith Kelly as Head of Global Marketing as of January 2022. Kelly has many years of experience in international marketing and was most recently responsible for the Volkswagen brand's marketing operations in South Africa.

Meredith Kelly has worked for the Volkswagen Group since October 2015 and until recently oversaw the Volkswagen brand's marketing in South Africa. Before that, the commerce graduate with a degree in business finance worked for various international companies in the consumer goods industry. As a marketing expert, she held various management positions in South Africa and the United Kingdom and was responsible for a diverse range of product categories. She directed campaigns on markets in Africa, the Middle East and Central and Eastern Europe.

Martin Jahn, ŠKODA AUTO Board Member for Sales and Marketing, emphasises, "With her many years of international marketing experience from Unilever, Colgate Palmolive and Mondelēz as well as the Volkswagen Group, Meredith Kelly is the ideal person for the job. I am convinced that she and her team will take ŠKODA AUTO's global marketing to the next level. I look forward to working with her and wish her every success."

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Media image:



Change of leadership in ŠKODA AUTO's Marketing department

Meredith Kelly will head ŠKODA AUTO's global Marketing from January.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › is successfully steering through the new decade with the NEXT LEVEL – ŠKODA STRATEGY 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › is emerging as the leading European brand in India, Russia and North Africa.
- › currently offers its customers ten passenger-car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV and KUSHAQ.
- › delivered over 870,000 vehicles to customers around the world in 2021.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; manufactures in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs more than 43,000 people globally and is active in over 100 markets.